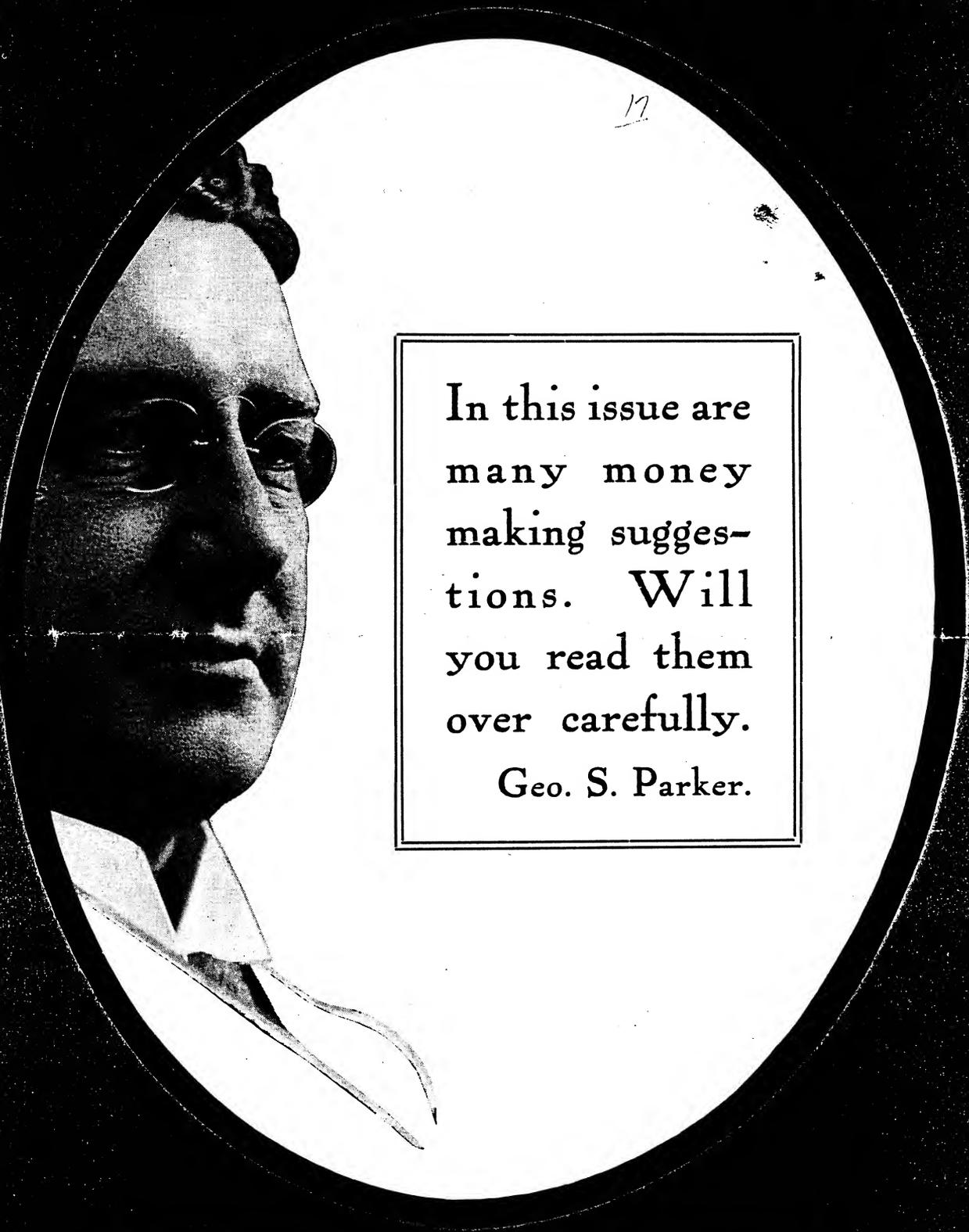


SIDE TALKS



17

In this issue are many money making suggestions. Will you read them over carefully.

Geo. S. Parker.

MAY, 1910

THE MASTER SPIRIT

Behind every successful mercantile business, you will find a successful man. There is the dominant spirit of the "I Will," and it's a great force—a magnetic force—not only finding ways and means, but it has behind it the necessary power to make good.

The ceaseless daily changes in business conditions must be squarely met. Failure to do so would be as senseless as the man who would insist on going due north when the road took a turn to the west.

How long would an automobile last if the driver would start the engine, connect the clutch, and start the machine off for a trip, and then jump cut and let the machine go alone?

The farmer who would set his plow so that it would just skim the surface and expect a big crop, would be a joke.

Everything that needs to be done, needs the guidance of intelligence.

Yet here and there is a business man whose business is not yielding what it should. Why? Because he, like the poor farmer, has been merely skimming the ground. If the weather is droughty, he should plow deeper and cultivate better, to secure his normal yield. This requires brain work. It requires the forethought of a General to look into the future. There are many who do, and they are called the men of genius, because they keep their heads on their shoulders, and sometimes work their gray matter over time, if necessary, to keep things moving.

A merchant's success is largely dependent upon making his store attractive, his stock complete, his clerks courteous and polite. Suppose he withdraws these necessary elements of success, curtailing his stock to the extent of giving the impression that he "was up against it," that he was selling odds and ends, and permitted his clerks to be rude to prospective customers because they preferred not to purchase today and walked up the street to the other fellow's store, where "things were doing" and a complete stock might be found from which to make a selection.

Who would be to blame for the failure?

CONFIDENCE INSPIRES CONFIDENCE.

Prosperity is contagious. Times are good or bad, as we make them.

Think it over. The time is now when the real genius for successful merchandising should be brought to the surface.

For instance—instead of waiting for some trade to turn up, suppose on the first dull day you start out one of your best salesmen with a dozen or two Fountain Pens and make the rounds of the offices, and leave a pen on trial with responsible parties for a few days. Then, in a few days, send the same clerk over the same ground and close up the sale.

Then too, there are very few indeed who do not appreciate a little EXTRA PERSONAL attention. The next time Mr. Jones comes into your store, why not say to him, "Mr. Jones, I have just been getting in a fine lot of Parker Lanky Curve Fountain Pens, and they are dandies and no mistake. I picked out an especially nice one which I thought would fit your hand, and laid it aside for you. I would like to have you take this pen, use it, and carry it for a few days, and let me know how you like it. In event you decide to buy it, I will make out the warrant and accident policy when you come in again."

Now, don't you think Mr. Jones would be pleased? You may be sure he will be. Human nature likes just such kind of courtesy, and the sales record you would make with this kind of treatment would be gratifying.

Or when Mr. Bloodgett comes in, say, "Frank here is one of those Parker Lanky Knife Safety Pens the Parker people are putting out. It's the thing that I am sure will interest you as an automobilist for you can't very well lose it. It's intended to be carried flat in your vest or coat pocket like a short lead pencil and without danger of either breaking or losing. Here is one I picked out for you, and I want you to take it and try it for a few days. If you don't think more of it than the price it represents bring it back."

It's a safe gamble that Frank will never give up that pen, for it is the very thing for which automobilists have been waiting.

OUR NEW YORK OFFICE

Our New York office at 11 Park Row will be found the New York (City) home of the Parker Pen. Our New York branch is in charge of Mr. W. F. Pilleher who has been with the company for many years, and he is still less than 30 years old. Many of our friends will remember Mr. Pilleher for he represented the Lanky Curve at one time in Illinois and Iowa and was afterward transferred to eastern territory of Pa. Md. Va. & W. Va. He will make good in the position for he is one of the kind who works, carries his head for a purpose and knows how to use it.

Shortly after assuming charge of the N. Y. office the thought that had been in his mind for some time came into evidence. There was a most charming young lady in Greensburg, Pa., named Miss Gertrude Ruffner to whom he had been engaged. So they concluded the time had arrived for plans and hopes to be consummated. To make it short, Miss Ruffner came on to N. Y. City to meet her lover and they "went around the corner" to the old historic Trinity Church on Broadway and were married. So ended the little romance, and now you may wish Mr. and Mrs. Pilleher all the good luck you may extend and no one is more worthy or more appreciative.

General appearance is better than a letter of introduction.



A FOUNTAIN PEN FOR \$200.00

A fountain pen for \$200.00. What do you think of that? That however is the price of the pen shown in the engraving herewith. It's studded with Rubies and Olivens and one large diamond beautifully set in the cap. We have several made up each with a little different design. Do we expect to sell them? Certainly, why not?

Last summer the town of Warsaw, Ill., bought of us a \$75.00 pen which they presented to Hon. Wm. J. Bryan when he lectured there.

Marshall Field & Co. had an order in last fall for several fine pens to sell at \$25, \$40, \$50, \$60 and \$75.00. Also the big retail jewelry house of C. D. Peacock of Chicago.

We do not for a moment pretend that the pen costing \$200.00 will write any better than our \$2.50 pen, but then the \$2.50 pen has no ornaments or jewelry on it. There are lots of wealthy people in this country who would not think it out of the way to pay \$200.00 for a fountain pen if it just took their eye,— for you must remember it takes all sorts of people to make a world.

WE ARE EITHER "DUBS," OR HAVE BEEN DUBS

The bright wide awake successful business man has been a "Dub" likewise the statesman, the great preacher, the railway or bank president. But the difference between them and the majority is that they have left the Dub Class.

The fact is that when the Dub starts out on his career he is not so very different from thousands of other Dubs who have also started. The Dubs have no very great things to offer because their bankable stock of experience is nil. After the Dubs have trotted a heat or two its not such a difficult thing to pick out those who are not to remain in the Dub class. There are others for whom there is some hope, but still the majority you feel will always stay in the Dub class.

Its a peculiar fact, a disease possibly that makes the hopeless Dub the last one in the world to realize that he is a hopeless Dub.

Some Dubs it is true get out of the class because they have figuratively speaking, been taken by the nap of the neck and percussion applied to the seat of the pants that has made him realize that he has been asleep. Sometimes this comes early in life and sometimes the awakening is considerably delayed and a good many times it never happens, so the patient not having gump-

tion enough of his own to evolve something good out of himself by natural processes always remains a Dub.

The young man who goes out into the world to win his way may get what he goes after if he once realizes that its "up to him to make good". He may secure a position as a salesman, when that position is secured, he is on trial. The golden opportunity is in his presence. His, to grasp and claim as his own. The prize however is not handed out in one big draft, but it is given out little by little. No faster in fact than the receiver is able to assimilate them. If they are gathered in one by one, day by day, there comes a time when he realizes that he is in another class not occupied by his former Dub associates. He is then ready for the larger responsibilities of life and by merit to take his place among men of calibre. Then too it is found that as the distance increases between him and those who remain Dubs, competition is less keen. There are fewer and fewer men to fill the big positions; positions that offer annually what at one time seemed like fortunes and which also carry with them honor as well as responsibility. One must realize that he has within himself as much of that divine and limitless power to accomplish what he sets out to do. He finds his reward comes in mathematical ratio to the amount of honest determined well directed effort put forth to succeed. Does it pay? Yes, not only in satisfaction but in dollars and cents.

Try it and see.

"Give every man a square deal and demand one for yourself."

"Don't covet the other fellow's job or salary."

THE BRAINS OF A PEANUT

Some men get little business because they deserve little. The man who has the brains of a peanut is the fellow who is slow, he blames everyone but himself. If trade is slack it is just as logical to expect the owner to work harder, to plan better to be more obliging, more magnetic, more of a power with his trade than when every thing comes easy, as it is for an automobilist to open his throttle and burn more gasoline to get more power when going up a hill. If the autoist retarded his spark, closed his throttle as he was about to ascend the big hill, you would call him a fool, and if he got out and kicked because some one did not come along and remove the hill so he could pass along on the same power he did on level road you would be apt to call him a d— fool. Yet there are men who think they are business men, who are just as logical.

No matter where you are or who you are if you have a sufficient amount of active gray matter you can succeed if you will use the power it will generate. If you sit down and wait for the other fellow to remove the obstruction you will wait so long, that you will soon be in the scrap heap.

VOLUME LIV.

DARING ROBBERS MADE RICH HAUL AT PEN COMPANY

SECURED 366 FOUNTAIN PENS FROM PARKER CO. LAST NIGHT.

BOOTY VALUED AT \$2,400.00

Forced Second Story Window Under Glare Of Arc Light—Three Two Hundred Dollar Pens Taken.

Three hundred and sixty-six fountain pens, valued at \$2,400.00, were stolen from the Parker Pen Company's offices last night between the hours of one and seven by a daring burglar or burglars who entered the building through a second story window. Included in the loot were three of the four diamond studded fountain pens recently manufactured by the company, each valued at \$200.00.

No more daring robbery has ever been committed in the city than

After a tk failed to furnish who did the w could name no grounds to sus notify the polib of the theft and dohe.

Chief Appleby, Chief Janssen of a telephone and wa that a sharp look tained in the state also called up Stept of the detective bur station in Chicago, tance Mr. Wood, quarters and Der a cousin of Isa and a forme answered f head of ' everyth' captu load

Fountain Pens were stolen from our show cases. These consisted of Pens retailing from \$1.50 to \$200.00. Three of the latter were jeweled. These pens were covered with gold and studded with diamonds, rubies and oliveno. A large number of the other pens were fancy gold and silver mounted. These pens will undoubtedly find their way to some "fence" where they will be sold for any price. We therefore request any dealer to keep a sharp lookout for any Parker Pens that are offered at less than list prices and in event such pens are found to notify us at once or the Pinkerton National Detective Agency, Chicago or New York, or the Maryland Casualty Co., Baltimore, Md., in which company we are insured against loss by burglary, communicate direct to us.

* * * * *

Make this your creed.

* "TO RESPECT my work, my employers and myself. To be honest and fair with my employers as I expect my employers to be honest and fair with me. To think of my "Boss" with loyalty and act always as a trustworthy custodian of his good will. To be a man whose word carries weight with my superiors; to be a booster, not a knocker; a pusher, not a kicker; a motor, not a clog.

* TO BASE my expectations of reward on a solid foundation of service rendered; to be willing to pay the price of success in honest effort. To look upon my work as opportunity, to be seized with joy and made the most of, and not as painful drugery to be reluctantly endured.

* TO REMEMBER that success lies within myself, in my own ambition, my own courage and determination. To expect difficulties and force my way through them; to turn hard experience into capital for future struggles.

* TO INTEREST myself heart and soul in my work and aspire to the highest efficiency in the achievement of result. To be patiently receptive of just criticism and profit by its teachings. To treat equals and superiors with respect, and subordinates with kindly encouragement.

* TO MAKE a study of my business duties; to know my work from the ground up; to mix brains with my efforts and use system and method in all that I undertake. To find time to do everything needful by never letting time find me or my subordinates doing nothing. To hoard days as a miser does dollars; to make every hour bring me dividends in specific results accomplished. To steer clear of dissipation and guard my health of body and peace of mind as my most precious stock in trade.

* FINALLY, to take a good grip on the joy of life; to play the game like a gentleman; to fight against nothing so hard as my own weakness and to endeavor to grow in business capacity and as a man, with the passage of every day of time.

* Every man of this organization should so conduct himself that he can point to this with pride and say:

"This is My Creed."

* * * * *

We have the above printed in large type suitable for framing which we will be pleased to mail to any of our friends who want to read something inspiring occasionally, and who would be glad to help instill the right spirit in their own clerks.



THE PARKER JACK-KNIFE SAFETY FOUNTAIN PENS

The era of Safety Pens is at hand. To produce a real Safety Pen has been the ideal of fountain pen makers for a long time. The public were demanding a pen that would compete with a lead pencil and still be a dependable fountain pen.

To make a fountain pen that could be called a safety fountain pen was not a very difficult task if the owner of the pen did not value time and was an expert mechanic and enjoyed working out puzzles. Hence the safety pens so called that were put out with the complicated, disappearing pen mechanism, pistons and plungers have been regarded little short of mechanical freak makeshifts.

The public wanted a safety pen, yet so simply constructed that any one could use it. A pen that could be

carried flat in the vest pocket without danger of either leaking or losing. A pen that a lady could carry in her purse or shopping bag and still not leak.

The Parker Jack Knife Pen fulfills all the requirements placed upon a safety fountain pen.

It is simplicity itself. The enormous demand for it is more eloquent than any words we can say for it. It sells and those who buy keep selling it, for the man who buys it is the best advertiser of all.

It will be noticed that the new cuts which we show for the first time herewith show a new style cap. The end of the line Safety Cap is made either T shaped or with the regular kurtle edges. Unless the T shaped are specially ordered we usually send the other style.

We are also showing for the first time the Jack Knife Safety with ornamental barrels.



No. 20 Jack Knife Safety, Baby Size, \$2.50.

This wonderful little pen is made in both baby and regular sizes. It has already found its way into vest and coat pockets of thousands of our friends in all parts of the world. Can be furnished in red rubber when specially ordered. Please state in ordering whether Baby or regular size is desired.



No. 20 Jack Knife Safety, \$2.50.

This is the regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this pen.



No. 20 Jack Knife Safety with New Style T Cap, \$2.50.

This cut shows No. 20 with the new style T Safety cap. This style cap may be furnished with any of the safety pens by simply requesting the T style cap also.



No. 20 Jack Knife Safety, Chased Barrel, \$2.50.

This shows how the safety pen looks with the chased or engraved barrel. Any of the safety pens in black except the baby size No. 20 can be supplied with chased or fancy barrels and cap as shown, when so ordered.



No. 23 Jack Knife Safety Pen, \$3.00.

This pen can be supplied in black or red rubber or fancy chased barrel in the black. A big seller.



No. 24 Jack Knife Safety, Price \$4.00.

This pen has a No. 4 gold pen with any desired flexibility. Regular length or Baby size as preferred.



No. 25 Jack Knife Safety, Price \$5.00.

This is the largest Safety we make at present, except on special orders. A magnificent pen, with fine medium coarse or stub point.

"Don't wait to be told what to do; go and do it."



No. 20 Jack Knife Safety, Gold Band, Price \$3.00. Two Gold Bands, Price \$3.50.

This pen with the gold band makes a very rich and artistic looking piece of work. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands.



No. 14 Jack Knife Safety, Sterling Silver Mountings, Price \$5.00.

No. 16 Jack Knife Safety, Rolled Gold Mountings, Price \$6.00.

This beautiful little pen calls forth many exclamations of pleasure. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain.

PARKER NEW STYLE PENS



No. 51, Price, \$3.50.

This is very plain with a single gold ornament in center of barrel for name plate. It is so odd and yet so unique that it has already made many friends.



No. 52 With Sterling Hammered Silver Swastika Design, \$12.00.

Something entirely new. The hammered effect gives it a look so different from anything shown heretofore. A beautiful two compartment, leather, plush lined box given with this pen.



No. 53, Price \$15.00. 18 Karat Gold Covered.

This is also of the Swastika design of good luck. Barrel has the appearance of old gold in time lines and ridges. A perfect beauty. As a present for a young lady or a birthday or holiday present for either sex, it would be treasured. Beautiful two compartment leather box, plush lined, without extra charge.



Shorthand Pen, \$4.00.

Here is a pen which is made after the specification of one of the leading shorthand writers of the country. The pen is short, rubber and practically without "set". It will write if held on the paper simply by its own weight. We have sold many hundreds of these pens to shorthand writers all over the country. This pen can be furnished with thicker barrel than one shown in cut, but most writers of shorthand like a thin barrel and large pen. One prominent shorthand school in Chicago has purchased several hundred of these pens alone.

CAPS WITH THE COLORED CROWN



No. 20 $\frac{1}{2}$ Parker Pen \$2.50. With "Cap with one Colored Crown," \$2.60. Two Colors \$2.75.



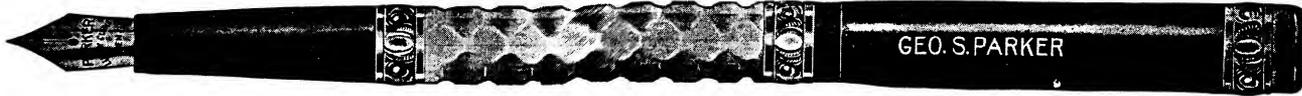
No. 24 $\frac{1}{2}$ Parker Pen Self Filler \$4.00. With "Cap with one Colored Crown," \$4.10. Two Colors \$4.25.



No. 21 $\frac{1}{2}$ Parker Pen \$3.50. With "Cap with one Colored Crown," \$3.60. Two colors, \$3.75.

"Don't be afraid to blow your own horn."

CONDENSED PRICE LIST OF PARKER FOUNTAIN PENS



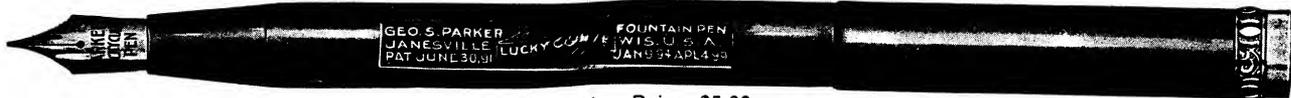
No. 49. Price \$6.50.

New this season and has already proven to be a great favorite. Corrugated Pearl slabs in either plain or colors. Pearl crown also. Decorated with three gold bands which also holds pearl in place.



No. 48. Price \$10.00.

This dainty delicate pen is of course designed for the American Queen—the wife, daughter, sister or sweetheart of any American man. The cut suggests the delicacy and beauty of this piece of workmanship. Space on cap left blank for engraving owner's name.



No. 50. Price \$5.00.

Simple, plain and elegant, barrel perfectly plain, cap crowned with white surrounded by gold band. A more dignified yet rich looking pen would be difficult to find.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap and Ink Controller and is fully warranted. Black or mottled rubbed or fancy chased barrel. If you prefer a pen with a screw joint, here is No. 018—Jointless, same size and price as No. 18.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made. Black or mottled barrel.



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully etched pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate.



No. 42. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.



No. 33. Gold. Price \$5.50.

This pen is our leader for the new styles. It is certainly the biggest value ever put into a pen retailing for less than \$8.00. Neat, tasty, and a real beauty. No. 34—Same design in sterling silver. Price \$1.50.



Emblem Pens.

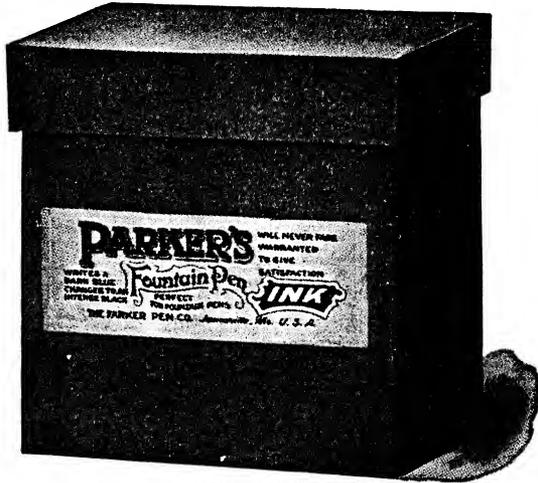
For the first time we show this pen. We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P., K. of C., I. O. O. F., Elks, Blue Lodge Chapter, Shrine, Knight Temple and others.

"Don't covet the other fellow's job or salary."

THE SPLENDID LINE OF PARKER INKS

We want every dealer who sells Ink to sell the Parker Ink. It is not only chemically pure Ink, but it is sold to the dealer so it will afford a better margin of profit than other well known brands of Ink. The wholesale price of Parker Ink is not only low, but in addition to this if you order the \$28.18 assortment of Parker Inks we will allow an additional 10 per cent from this price for freight. If you order the \$47.93 assortment we will allow 15 per cent from the wholesale price for delivery. Is this not liberal? Are we not justified in asking for your Ink business?

Parker No. 1 Fountain Pen Ink, 4-oz. bottle packed in handsome, bright red carton, beautifully colored lithographed label. One of the best selling packages on the market. bottle is fitted with fountain pen filler. Price 25c per bottle; wholesale price \$15.00 per gross.



No. 1 FOUNTAIN PEN INK

35c per dozen wholesale. 3-oz., 60c per dozen wholesale.

Parker School Ink, 2-oz. bottle, \$2.75 per gross.

Parker's Combined Writing and Copying Fluid. This is our regular writing fluid with just enough body to make excellent letter press copies. Quarts, \$5.00 per dozen wholesale. Pints, \$2.75 per dozen wholesale. Four oz., 75c per dozen wholesale.

White Paste. No office complete without this. A great convenience in the home. Pearl white, fragrant odor. A great sticker. 1½-oz. jar, Metal Cover and Brush, 60c per dozen, wholesale; 4-oz., Porcelain Jar, Nickle Cover and Brush, \$1.50 per dozen, wholesale.

Banker's Ink. So called; it is a safety ink. Acids will not affect it unless it destroys the paper. A most valuable ink for use on important papers or correspondence; writes a beautiful black. Price \$6.00 per dozen, wholesale.

INK ASSORTMENTS. Herewith we show two assortments of ink. By ordering the assortment and amount of No. 1 you get a freight allowance of 10 per cent. on entire bill. On No. 2 you get 15 per cent.

INK ASST. NO. 1—\$25.00.

1 gr. School Ink.....	\$2 75	
¼ gr. Mucilage.....	\$4 20	1 05
1-12 gr. Red Ink.....	4 20	35
1-12 doz. Bankers'.....	6 00	50
½ doz. Quarts.....	4 00	2 00
½ doz. Pints.....	2 25	1 13
1-6 doz. Copying.....	4 50	75
1 gr. 4-oz. Fountain Ink.....		7 20
1 gr. 2-oz. Fountain Ink.....		4 20
3 doz. Travelers' Ink.....	1 50	4 50
3 doz. Ink, No. 1.....	1 25	3 75
		\$28 18

Less 10 per cent allowance for transportation

Net cash **\$25 37**

INK ASST. No. 2—\$40.00.

2 grs. School Ink.....	\$2 75	\$5 50
¼ gr. Mucilage.....	4 20	1 05
1 6 gr. Red Ink.....	4 20	70
1 6 doz. Bankers'.....	6 00	1 00
1 doz. Quarts.....		4 00
½ doz. Pints.....		1 13
1-6 doz. Copying.....		75
2 gr. 4-oz. Fountain Ink.....	7 20	14 40
2 gr. 2-oz. Fountain Ink.....	4 20	8 40
4 doz. Travelers'.....	1 50	6 00
4 doz. Ink, No. 1.....	1 25	5 00
		\$47 93

Less 15 per cent allowance for transportation

Net cash **\$40 73**



This cut shows our new wire rack for holding one dozen of the No. 2 ink. "Goods well displayed are half sold." This package is one of the most popular sellers we ever put out. Each bottle fitted into a handsome screw top wood case colored and polished. Bottles fitted with Fountain Ink Filler so they are always ready.

Sells to every one at 25c per bottle. Price to the trade, \$18.00 per gross or \$1.50 per dozen, including Wire Rack without charge, if requested.



QUART COMBINED WRITING AND COPYING FLUID



MUSILAGE



SCHOOL INK



Quart Writing Fluid



WRITING FLUID

THE BALL CLIP

We have been on the outlook for a clip that would sell at a popular price and yet be as good as the higher priced ones.

The BALL CLIP is we believe not only as the riveted on the cop clips but in many respects much better. They are very neat and ornamental. Come in various sizes, from the lead pencil size to a rather large fountain pen. The Ball Clip sells at \$1.00 per quarter gross packed on display cards, or if ordered in gross lots \$3.75 per gross.



This shows size for fountain pen.



This shows smaller size for lead pencil or small fountain.

SIDE TALKS *No. 25*

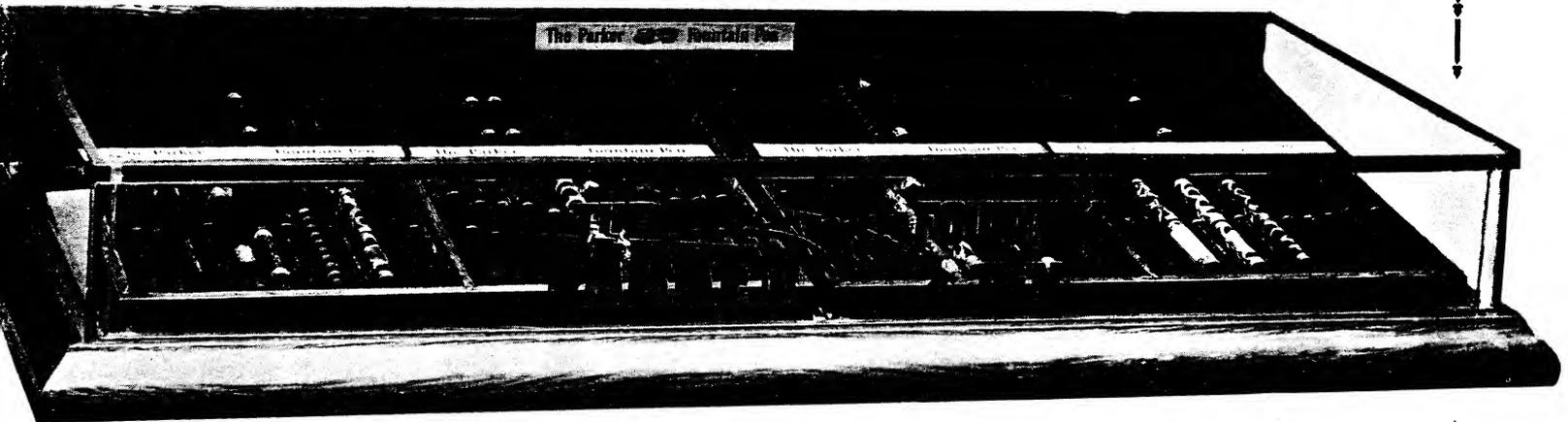
About the Geo. S. Parker Fountain Pen and other Subjects

January, 1910

JANESVILLE, WISCONSIN, U. S. A.

No. 69

THERE is no closed season in selling Parker Pens. People write every month in the year. The same push, the same energy used in December will do equally well any other month. The retail firms doing the largest retail business in Parker Pens in the United States use big display cases.



THIS CASE AND ATTENDING ASSORTMENT, WITH A GOOD MAN BEHIND THE CASE, CAN MAKE MORE CLEAN MONEY THAN CAN BE MADE FROM ANY OTHER SIMILAR INVESTMENT.

This reminds their customers of their need and the suggestion is to buy. The salesman they have behind the counter is as good as the pens---knows them---knows what Lucky Curve is for and does. Shows that it is the corner stone of scientific fountain pen construction---and sells the goods.

This plan followed lifts the fountain pen business as a mere incident to your business to a profitable branch.

DO IT AND IT WILL BE DONE

25

PRESENT AND FUTURE

The advertising campaign of the season just closed, has disclosed possibilities of expansion which are simply marvelous. The manufacture of the Parker Pen has grown from very small and humble beginning to a large institution, employing many willing hands, who find pleasure in uniting their thought force in helping to make the Parker Pen the very best we know how. Each and everyone who has anything to do with the making of the Parker Pen, has impressed upon his mind that **quality** is the watch word. The little subtle touches that comes from an expert, are everywhere in evidence on the Parker Pen as is evidenced by the fact that those who buy them feel they are conferring a favor upon their friends to induce them to also become a buyer.

If you were to step in our office and take a look in a drawer in the writer's desk and see splendid letters of good cheer and kindly wishes, and expression from customers who take the time from rapid-fire every day business to give expression to the pleasure as well as profit the selling of the Parker line has afforded them, you might be surprised.

Really it is the bright little resting places so to speak, that make each day's work a pleasure. It places business on a plane just a little higher than dollars and cents, and it's not a bad plan to keep in mind that an opportunity to secure happiness is presented each day, and what pleasure is crowded out of today's living is gone for good.

Well, the season's work has disclosed to some dealers the fact that the selling of Parker Pens as a mere incident to their business is no longer true unless that dealer is pursuing X roads methods. The wide awake dealers, the dealers who believes in getting the best location on the street, and letting the rent question be of an entirely secondary consideration, have during this season found the following Parker Pen facts to be true.

1st. **Fine display and big assortment are essential.**

2nd. **Intelligent salesman behind the counter who knows more than merely the distinction between a fountain pen and a garden rake. He should be especially trained to talk Parker Pens. He should study the reason why the work done by the Lucky Curve, which is the Corner Stone of scientific Fountain Pen construction, cannot be duplicated in any**

straight feed fountain pen. Why the Parker Pen will not drop ink on account of the ink controllers, which are the greatest little allies of a pen user who enjoys freedom from blotting of his pen.

The ten day free trial pen has also been one of the big helps to the expansion of the sales of the dealer who is out to make sales.

Just think: Every person who writes is a possible customer for a Parker Pen.

Every person I say, for even though a person may have a pen of another make he should be shown the Parker Jack Knife Pen. This is **the new thing** in fountain pens. The extraordinary demand for this pen, was so unexpected, so phenomenal, that it proved to be the selling phenomenon of the year. While the writer thought it would sell, yet not in such a way as to overwhelm us, which it pretty nearly did before we could enlarge to take care of the increased demand for it.

This homely little stubby English looking pen, that is all quality and pen, has come to stay. The fact that it can be carried in all sorts of position, upside down, flat, or loosely thrown in a ladies' bag, or keeping company with a man's jack knife in the pant's pocket explains why it has become, in only a few months, the largest seller of its kind in the world.

Now the question is how about 1910?

Are you one who is content with just keeping going or a little better? If so, I am sorry to have taken your time to read this far.

I want to talk to the live wires who are alive to the opportunity and who are willing "to be shown." **I want to talk to the man who realizes that if he is well up on Parker Pens and would carry a well filled case of eight dozen or more Parker Pens, and would educate his possible customer so they would be as well informed as to the pleasure a Parker Pen represents as he is, several dozen Parkers would be sold on an average every month—for there is no closed season in pen selling.**

Now if you have read this little talk and believe in progressive salesmanship and want to get all possible out of the pen business, send me your order for one of the beautiful plate glass show cases, either one or two rows, which are especially fine and which I have had made up anticipating this little

talk. You do not necessarily send your check in advance, but you can if you wish pay at the rate of one dozen per month, which would carry it along for eight months. If you already have one of my cases of smaller size, give me an itemized list of the Parker Pens actually on hand and an order for enough more Parkers to make up the eight dozen and you shall have the case (the old case to be subject to my order soon as the new case arrives.)

The firms who accept my invitation will represent the highest type of progressive merchants and I am going to remember each firm ordering the eight dozen assortment with a little present as a little per-

sonal token of my regard for what they represent.

In exact ratio as our efforts are rightly put forth do the returns correspond?

A long pull, a strong pull and all pull together, does the business.

With best wishes for many good things to come to you for 1910 and hoping to be equally favored by a reply from you, I am,

Yours truly,



THE BEST SELLING ARGUMENTS

Dessel, Minn., is a small town, yet it contains one of the liveliest propositions in the fountain pen business anywhere in the United States.

What would you think of a dealer selling thirty-five Parker "Lucky Curve" Fountain Pens a few days before Christmas?

The McCoy Pharmacy people have developed a little argument in regard to talking Parker Pens that shows a pretty thorough knowledge of human nature.

Now there must be other good fellows who have equally as unique and catchy arguments to sell Parker Pens and the writer wants to hear from each one. Won't you tell us the method you pursue, the arguments you use and how you clinch the sale, and if you are not too modest, with the letter, we wish you

would send your photo as the writer would like to publish a number of these letters and have a half tone made of the photo of those sending the best arguments and publish it either in Side Talks or in a little booklet.

The man who sends the best argument as shown by the record he has made in selling Parker Pens, we are going to send him a check for \$20.00 and the next best \$10.00 and the next \$5.00 and the next five \$1.00 each.

An exchange of ideas as to selling methods will be helpful to everyone and therefore if you are "live wires," will you not kindly comply with this personal request? You may get some good ideas from what the other fellow will have and he may add to his store of knowledge something you may have been using.

THE BIG CAMPAIGN

Never before have the returns been so satisfactory. Dealers discounting their bills before due and saying: sold all out, or never had such a trade in Parker Pens before. Send quick the following order. All go to show the effect of educating the public.

Dealers generally have responded so generously with their orders, generated so much enthusiasm that the biggest volume of trade we have ever had was but natural.

Now for 1910. Plans are formulating and the advertising will, if anything, be even more generous than for last year.

Never before has so much money been spent for publicity for the Parker Pen as during the past season.

The writer believes in push, work and cheerfulness.

Will you not put the same qualities into the work this year to an unusual degree? It's a certainty team work of this character will show marvelous gains for 1910.

CUPID

If you are a customer of the Parker Pen you should receive in same mail the handsome little Valentine Show Card.

Cupid is a handsome little fellow and cannot fail if you will give the card a good showing to bring increased sales for Easter time.

If it does not arrive in good condition, kindly notify us and we will send another.

THE PARKER JACK-KNIFE SAFETY

(NON-LEAKABLE)



Parker "Safety". Baby Size. Price \$2.50



Parker "Safety". No. 20. Price \$2.50



Parker "Safety". No. 23. Price \$3.00



Parker "Safety". No. 24. Price \$4.00



Parker "Safety". No. 25. Price \$5.00

Here's a pen you can bank on for a lively sale. It's got everything beat that I have come across in my whole experience.

And the way it's selling now justifies me in saying you can be mighty liberal with your orders.

There are some other Safetys on the market—complicated affairs with pistons, valves, etc.—but once again we have beat everything else on fountain pen mechanics.

The Parker Safety is as simple as a fountain pen was ever built.

The nozzle of the pen is simply made a trifle wider than regularly and with a flat facing. The cap is fitted with a secondary inside cap, threaded and turning easily inside of the regular cap.

When through using simply screw down the regular cap, give the secondary cap a turn so as to bring its end facing in direct contact with the flat facing on the end of the nozzle.

Moisture may escape into the secondary cap but it cannot escape in to the regular cap but it is enclosed in an air tight and ink tight enclosure and can't leak.

Carry the Parker Safety anywhere, anyway you would carry your jack-knife. No danger of leaking—and you will find it clean and neat when you remove the cap to write. Like the other Parker it has the Lucky Curve.

It has the appeal of novelty combined with high efficiency. They are quick, speedy sellers, and you will find them splendid leaders for the Christmas trade.

CAPS WITH THE COLORED CROWN

DESIGN PATENT APPLIED FOR



No. 20. Parker Pen \$2.50. With "Cap with one COLORED Crown," \$2.60. Two Colors \$2.75.



No. 21 1/2 Parker Pen \$3.50. With "CAP with one COLORED Crown," \$3.60. Two Colors, \$3.75.



No. 24 1/2. Parker Pen Self Filler \$4.00. With "Cap with one COLORED Crown," \$4.00. Two Colors \$4.25.



No. 43. Gold. Price \$10.00.

Holder comparatively small, cap and barrel covered with dull finish, 18k plate. Modest and rich, with a style all its own. For a young lady, a more pleasing pen could hardly be selected. No. 44—Price \$8.00. Same as No. 43, except mountings are Sterling Silver.



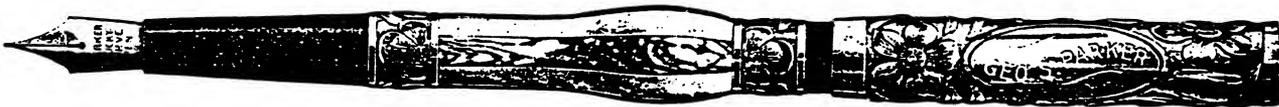
No. 45. Price \$6.50.

New this season and has already proven to be a great favorite. Corrugated Pearl slats in either plain white or colors. Pearl crown also. Decorated with three gold bands which also hold pearl in place.



No. 46. Price \$10.00.

This dainty delicate pen is of course designed for the American Queen—the wife, daughter, sister or sweetheart of any American man. The cut suggest the delicacy and beauty of this superb piece of workmanship. Space on cap left blank for engraving owner's name.



No. 47. Price \$10.00.

We can safely say no more beautiful pen of this kind was ever made. Gold bands on either end of barrel to hold the pearl slabs in place. Please note the enlarged pearl barrel, a new design. Cap covered with beautiful mountings 18k fine, floral design. Space on cap left blank for engraving owner's name.



No. 50. Price \$5.00.

Simple, plain and elegant, barrel perfectly plain, cap crowned with white surrounding by gold band. A more dignified yet rich looking pen would be difficult to find.



Emblem Pens.

We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. The cut shows the general style. The emblem is on solid (not plated) gold band. Makes a fine present for some secret order man. Price \$12.00 each for K. of P.; K. of C.; I. O. O. F.; Elks, Blue Lodge Chapter, Shrine, Knight Temple (last two \$12.50).



Bookkeeper's Special. No. 100. Price \$6.00.

Here is something designed especially for bookkeepers. It is a double fountain pen, one end for black ink and the other for red. The ink reservoir for the red ink is mottled red, which indicates at a glance the color of ink in that barrel. The other end of the fountain is black, which also indicates the color of ink therein. Every bookkeeper who has seen and tried this is simply delighted with it. The fountain can be disjoined, if desired, thus making two complete fountains, in which event they could be carried in the pocket the ordinary way.

CAP FAST CLIP



This cut shows our Cap-Fast Clip riveted to cap so it cannot be lost off. An ornament to a pen. Nickel 25c; gold covered 50c. If fountain pen is wanted fastened with either of the foregoing, add price of clip to price of pen.

BALL CLIPS. Removable. Nickle and handsome. \$1.00 quarter gross, wholesale.

No. 20 $\frac{1}{2}$. Price \$2.50.

The above cut shows the ladies' size of Nos. 20 $\frac{1}{2}$, 23 $\frac{1}{2}$ and 24 $\frac{1}{2}$; prices respectively, \$2.50, \$3.00 and \$4.00. The holder of No. 24 $\frac{1}{2}$ is slightly larger than Nos. 20 $\frac{1}{2}$ and 23 $\frac{1}{2}$. The size of the gold pen in No. 20 $\frac{1}{2}$ is No. 2; in the No. 23 $\frac{1}{2}$, No. 3, and in No. 24 $\frac{1}{2}$, No. 4.

This pen is designed to meet the wants of fountain pen that has the feel of a lead pencil with as large a gold pen as possible. In ordering any of the above numbers be sure and state ladies' size.



No. 21. Plain Barrel, or Fancy Chased Barrel and Cap. Price \$3.50.

This is really a very pretty pen. It is practically our No. 23, with the addition of the gold bands. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold-mounted pen we have ever seen.



No. 23. Hexagon. Price \$3.00.

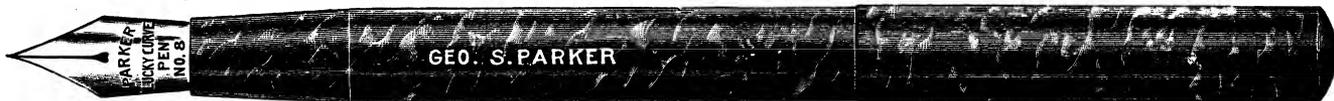
This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. On account of shape will not roll. No complete stock should be without a few of these. No. 023—Jointless, hexagon, same size and price as No. 23.

No. 23 $\frac{1}{2}$. Chased. Price \$3.00.

It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable for a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.

No. 24 $\frac{1}{2}$. Chased. Price \$4.00.

Same description given No. 20 $\frac{1}{2}$ will apply to this pen with exception of the size. In size it is a duplicate of No. 24; plain barrel, two sizes larger than No. 20. No. 23 $\frac{1}{2}$ chased \$3.00.



No. 28. Price \$7.00.

It is put out in response to a demand for one of "the largest pens you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor, who is just waiting for such a pen. Nos. 18 to 28, inclusive, may be had in jointless style without extra charge, when so ordered.



No. 35. Gold. Gentlemen's Size. Price \$10.00.

Barrel and cap entirely covered with heavy 18K plate which will last for a life time. A magnificent creation. The delicate beauty of the hand work done on this cannot be appreciated until seen. Surely, a finer present of this kind than this could hardly be devised.



No. 37. Sterling Silver. Price \$8.00.

This odd and fantastic design is of a snake's body. The eyes are set with green stones. Certainly a unique covering for a fountain pen. No. 38—Gold, same pattern as above. Space reserved for engraving owner's name. Price \$10.00.



No. 40. Barrel and Cap Covered With Solid Gold. Price \$20.00.

For a wedding present, a birthday present, to some honored member of society, this pen would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.

No. 42 $\frac{1}{2}$. Price \$4.50.

This pen represents a rather new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name.

Condensed Price List of Lucky Curve Fountain Pens

PARKER JACK KNIFE SAFETY FOUNTAIN PENS



No. 20 Jack Knife Safety, Baby Size. \$2.50.

This wonderful little pen is made in both baby and regular sizes. Can be furnished in red rubber when specially ordered. Please state in ordering whether Baby or Regular size is desired.



No. 20 Jack Knife Safety, \$2.50.

This is the regular size No. 20 Jack Knife Safety. Can be carried flat in the vest or coat pocket or dropped into a lady's purse or hand bag.



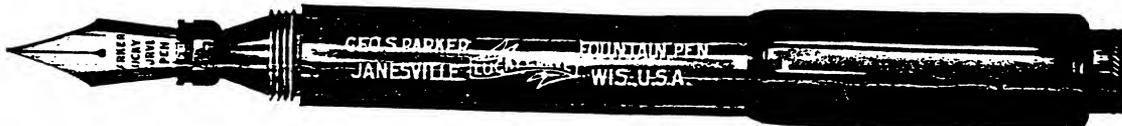
No. 20 1/2 Jack Knife Safety, Chased Barrel, \$2.50.

This shows how the safety pen looks with the chased or engraved barrel. Any of the safety pens in black except the baby size No. 20 can be supplied with chased barrels and caps and as shown, when so ordered.



No. 23 Jack Knife Safety, \$3.00.

This is fitted with a No. 3 gold pen. This pen can be supplied in black or red or fancy chased barrel. A very convenient size and a big seller.



No. 24 Jack Knife Safety, \$4.00.

This pen has a splendid easy writing, No. 4 gold pen of any desired flexibility. Regular length or Baby size as preferred. Holds a liberal supply of ink and is a ready seller.



No. 25 Jack Knife Safety, Price \$5.00.

This is the largest Safety we make at present, except on special orders. Either regular or baby size. A magnificent pen, fitted with large No. 5 gold pen.



No. 14 Jack Knife Safety, Sterling Silver. Price \$5.00.

No. 16 Jack Knife Safety, Rolled Gold Mountings, Price \$6.00.

This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular size does not have the ring.



No. 20 Jack Knife Safety, One Gold Band. Price \$3.00. Two Gold Bands, Price \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands. Any Jack Knife Pen can be had with either one or two gold bands by adding 50c to the regular price for one gold band and \$1.00 for two gold bands.

We have added two fancy new numbers to our Jack Knife line, but we are not able to illustrate here.

No. 45 Jack Knife Safety Pen. Price \$6.50.

This follows closely the general design of our regular No. 45, but the size is that of No. 20 Jack Knife. Corrugated Pearl slabs of varying styles and colors are held in place by decorative gold bands. The cap is plain black, but mounted at the end with a pearl crown or a fancy stone setting.

No. 15 Jack Knife Safety Pen. Price \$7.00.

Very similar in style to our regular No. 15, but the size is that of No. 20 Jack Knife. Different varieties of pearl slabs are used and these are held in place by gold bands. The cap is covered with the same neat gold filigree that is used on No. 15. Space on cap for engraving name of owner. An exquisite pen bound to please.

PARKER INKS



NO. 1 FOUNTAIN PEN INK

We want every dealer who sells Ink to sell the Parker Ink. It is not only chemically pure Ink, but it is sold to the dealer so it will afford a better margin of profit than other well known brands of Ink. The wholesale price of Parker Ink is not only low, but in addition to this if you order the \$28.18 assortment of Parker Inks we will allow an additional 10 per cent from this price for freight. If you order the \$47.93 assortment we will allow 15 per cent from the wholesale price for delivery. Is this not liberal? Are we not justified in asking for your Ink business?

Parker No. 1 Fountain Pen Ink, 4-oz. bottle packed in handsome, bright red carton, beautifully colored lithographed label. One of the best selling packages on the market. Bottle is fitted with fountain pen filler. Price 25c per bottle; wholesale price \$15.00 per gross.

No. 2. Cut shows full size wood case, dark maroon, polished screw top, handsomely lithographed label, bottle fitted with fountain filler, can be thrown in bag, upside down or any other way without fear of spilling. A wonderful seller. Retail 25c; wholesale price \$18.00 per gross.

Writing fluid. Always in demand. and permanent lasting ink. With each pint and quart bottle goes a patent pour out without extra charge.

Guaranteed to give entire satisfaction. A chemical

- Quarts, \$4.00 per dozen wholesale.
- Pints, \$2.25 per dozen wholesale.
- 4-oz. bottles, 60c per dozen wholesale.
- 2-oz. bottles, 35c per dozen wholesale.

Parker Pure Mucilage. Square or cone shaped bottles. Free with each bottle. Metal Cover and Brush. 35c per dozen wholesale. 3-oz., 60c per dozen wholesale.

Parker School Ink, 2-oz. bottle, \$2.75 per gross.

Parker's Combined Writing and Copying Fluid. This is our regular writing fluid with just enough body to make excellent letter press copies.

- Quarts, \$5.00 per dozen wholesale.
- Pints, \$2.75 per dozen wholesale.
- Four oz., 75c per dozen wholesale.



This cut shows our new wire rack for holding one dozen of the No. 2 ink. "Goods well displayed are half sold." This package is one of the most popular seller we ever put out. Each bottle fitted into a handsome screw top wood case colored and polished. Bottles fitted with Fountain Ink Filler so they are always ready.

Sells to every one at 25c per bottle. Price to the trade, \$18.00 per gross or \$1.50 per dozen, including Wire Rack without charge, if requested.



QUART COMBINED WRITING AND COPYING FLUID



MUSILAGE



SCHOOL INK



WRITING FLUID

White Paste. No office complete without this. A great convenience in the home. Pearl white, fragrant odor. A great sticker. 1½-oz. jar, Metal Cover and Brush, 60c per dozen, wholesale; 4-oz., Porcelain Jar, Nickel Cover and Brush, \$1.50 per dozen, wholesale.

Banker's Ink. So called; it is a safety ink. Acids will not affect it unless it destroys the paper. A most valuable ink for use on important papers or correspondence; writes a beautiful black. Price \$6.00 per dozen, wholesale.

INK ASST. NO. 1—\$25.00.

1 gr. School Ink.....	\$2 75
¼ gr. Mucilage.....	1 05
1-12 gr. Red Ink.....	4 20
1-12 doz. Bankers'.....	6 00
½ doz. Quarts.....	2 00
½ doz. Pints.....	2 25
1-6 doz. Copying.....	4 50
1 gr. 4-oz. Fountain Ink..	7 20
1 gr. 2-oz. Fountain Ink..	4 20
3 doz. Travelers' Ink.....	1 50
3 doz. Ink, No. 1.....	1 25

\$28 18

Less 10 per cent allowance for transportation

Net cash \$25 37

INK ASST. NO. 2—\$40.00.

2 grs. School Ink.....	\$2 75	\$5 50
¼ gr. Mucilage.....	4 20	1 05
1-6 gr. Red Ink.....	4 20	1 70
1-6 doz. Bankers'.....	6 00	1 00
1 doz. Quarts.....		4 00
½ doz. Pints.....		1 13
1-6 doz. Copying.....		75
2 gr. 4-oz. Fountain Ink..	7 20	14 40
2 gr. 2-oz. Fountain Ink..	4 20	8 40
4 doz. Travelers'.....	1 50	6 00
4 doz. Ink, No. 1.....	1 25	5 00

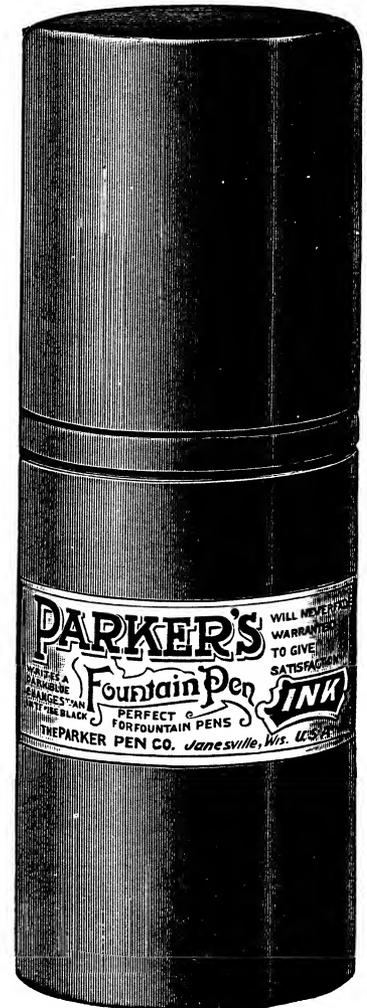
\$47 93

Less 15 per cent allowance for transportation

Net cash \$40 73



Quart Writing Fluid



NO. 2 FOUNTAIN PEN INK

THE PARKER PEN CO.

JANESVILLE, WISCONSIN



No. 52 With Sterling Hammered Silver Swastika Design, \$12.00.

Something entirely new. The hammered effect gives it a look so different from anything shown heretofore. A beautiful two compartment, leather, plush lined box given with this pen.



No. 53, Price \$15.00. 18 Karat Gold Covered.

This is also of the Swastika design of good luck. Barrel has the appearance of old gold in time lines and ridges. A perfect beauty. As a present for a young lady or a birthday or holiday gift for either sex, it would be treasured. Beautiful two compartment leather box, plush lined, without extra charge.



No. 40. Barrel and Cap Covered with 18k Gold Covered. Price \$20.00.

For a wedding, birthday, or Christmas present, or as a present to some honored member of a society, this pen would make a lasting reminder for the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of the owner. With this pen will be sent a plush or morocco box without additional charge.

PARKER JACK KNIFE SAFETY FOUNTAIN PENS

The Jack Knife Safety Pen has achieved a remarkable success, simple, practical and entirely without complicated devices of any kind. It may be carried in any position you like and it positively will not leak. Just right for a man's lower vest pocket or even in his trouser's pocket along with his jack knife, for there is no danger of leaking or losing. Very handy for ladies since it can be dropped into the purse or hand-bag with perfect safety.



No. 20 Jack Knife Safety, Baby Size, \$2.50.

This wonderful little pen is made in both baby and regular sizes. It has already found its way into vest and coat pockets of thousands of our friends in all parts of the world. Can be furnished in red rubber when specially ordered. Please state in ordering whether Baby or Regular size is desired.



No. 20 Jack Knife Safety, \$2.50.

This is the regular size No. 20 Jack Knife Safety. No other pen has ever equalled in so short a time the sales reached by this.



No. 23 Jack Knife Safety Pen, \$3.00.

This is fitted with a No. 3 gold pen. This pen can be supplied in black or red or fancy chased barrel in the black. A very convenient size and a big seller.



No. 24 Jack Knife Safety, Price \$4.00.

This pen has a splendid easy writing. No. 4 gold pen of any desired flexibility. Regular length or Baby size as preferred. Holds a liberal supply of ink and is very popular. Cut slightly larger than the actual size of this pen.



No. 16 Jack Knife Safety, Rolled Gold Mountings, Price \$6.00.

No. 14 Jack Knife Safety, Sterling Silver Mountings, Price \$5.00.

This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular size does not have the ring.



No. 20 Jack Knife Safety, One Gold Band, Price \$3.00. Two Gold Bands, Price \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands. Any Jack Knife Pen can be had with either one or two gold bands by adding 50c to the regular price for one gold band and \$1.00 for two gold bands.

EMBLEM FOUNTAIN PENS

Emblem pens are becoming more and more popular. We are prepared to supply the Parker Pen with the emblem of almost any of the more prominent orders. As these pens are design to be used continuously and yet be serviceable for a lifetime, the emblem and band are made of solid gold (not plated). This is a fine present for a member of a lodge or society. We have in stock K. of P., K. of C., I. O. O. F., Elks, Blue Lodge, Chapter, Knight Templar, Shrine and others. Price each \$12.00.



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QUART COME
WRITING FI
COPYING FI



Quart Writing

A Few of the Standard Styles of the Parker "LUCKY CURVE" Fountain Pens



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Screw Joint. Either over or under feed. A very good pen and warranted. It is the lowest price of any Parker "Lucky Curve" made. Black or mottled barrel.



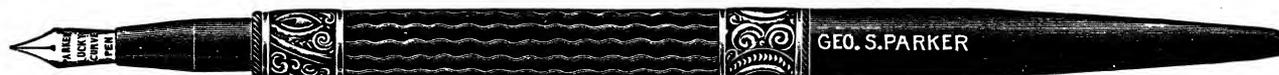
No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.00.

Considerably larger than the ladies' size of the same number. Has the "Lucky Curve." This is one of the oldest styles, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price \$2.50.

The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed. By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price \$3.00.

This is a very handsome pen. Has beautifully chased barrel, in a great variety of patterns, fitted with gold bands. It is made in two sizes—one for gentlemen the other ladies' size.



No. 9. Gold Mounted. Price \$4.00.

This is a gentleman's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a medium priced or holiday gift it is simply ideal.



No. 10. Twist. Price \$3.50.

This pen is preferred by many who like the corrugated handle of large size, which gives the fingers something to grasp and prevents them from slipping when moist or sweaty. By the way, this is a great favorite with many business men.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k gold plate, will wear many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain pen you need have no fear of regretting selecting this style.



No. 15. Price \$7.00.

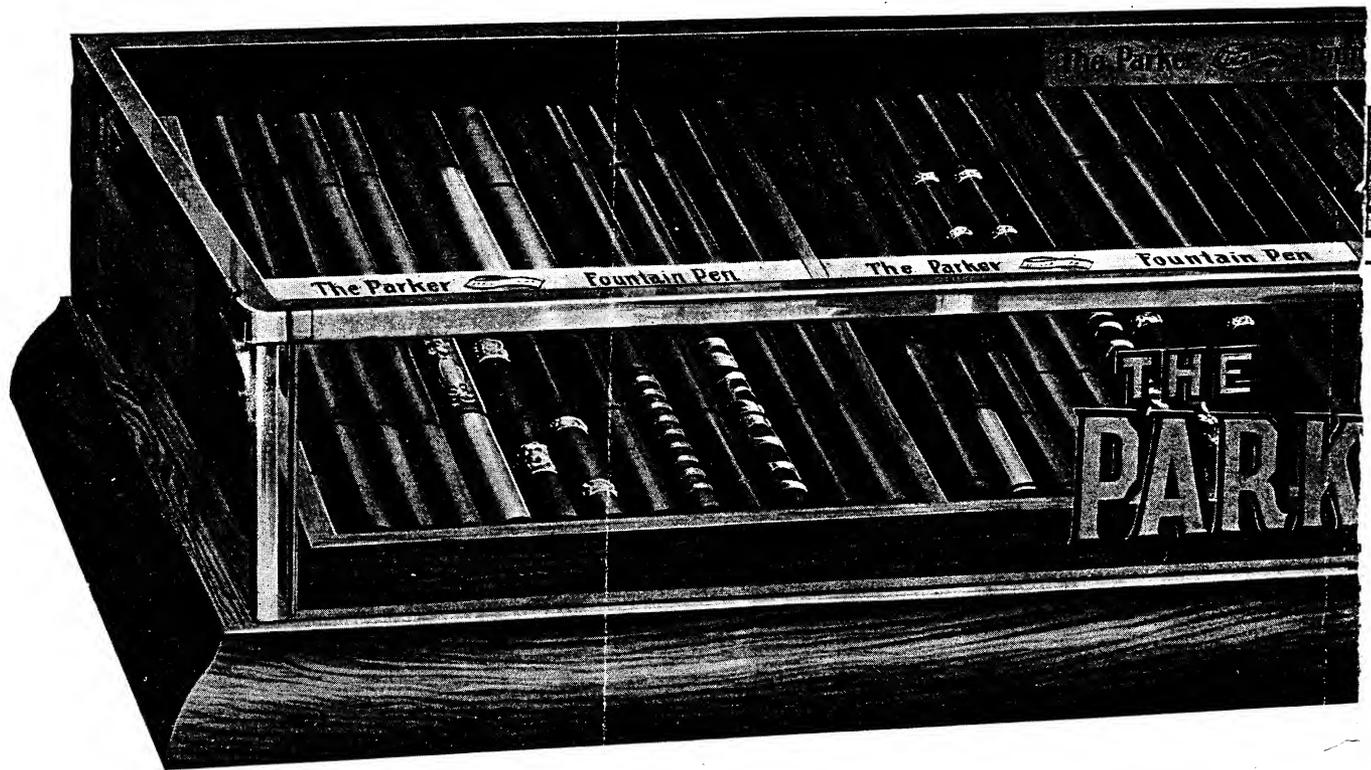
This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on end by gold band. Cap is covered with gold filigree work. Blank space is left on name plate for engraving name of owner.



No. 18. Price \$2.00. Screw Joint.

It has the "Lucky Curve" and the Anti-Break" Cap fully warranted. Black or mottled rubber or fancy chased barrel.

Let it Earn From Now Pay the Fi



This Beautiful Plate Glass Show

The liberal, easy payment terms I am making on Case Assortments makes it possible for any dealer to get this beautiful Show Case Free.

You dealers who do not handle Parker Pens—this is a splendid opportunity for you to get the right start, without big investment, and just at the time you can do a lively pen business immediately.

You dealers who have been handling Parker pens without a Show Case—here is your opportunity to get into the pen business **right**.

This beautiful Plate Glass Show Case is free with an assortment order and I will practically loan you the capital to get the free case and assortment. I will ship the case and assortment at once—give you the use of it all through the holiday season—give you a January installment, and then give you a number of months to pay for it, in small payments.

Could I be fairer, or more liberal! A fine Show Case like this makes fast sales. Put it in now, and it will be the busy spot in your store during the holiday season. All the time between now and January first, you see, the case and assortment will be earning you money—yet you will not have a cent invested in it. By the time the first payment comes due, Jan. 1st, 1911,

your profits should far exceed the amount of the installment due. Your sales will then take care of the balance of the payments. This proposition is a **one**—too good for you, as an enterprising merchant overlook.

This is a special offer to get you into good selling shape for the Christmas trade. There is one right way to sell fountain pens, and **that right is to have a Show Case of Pens well located in your store**.

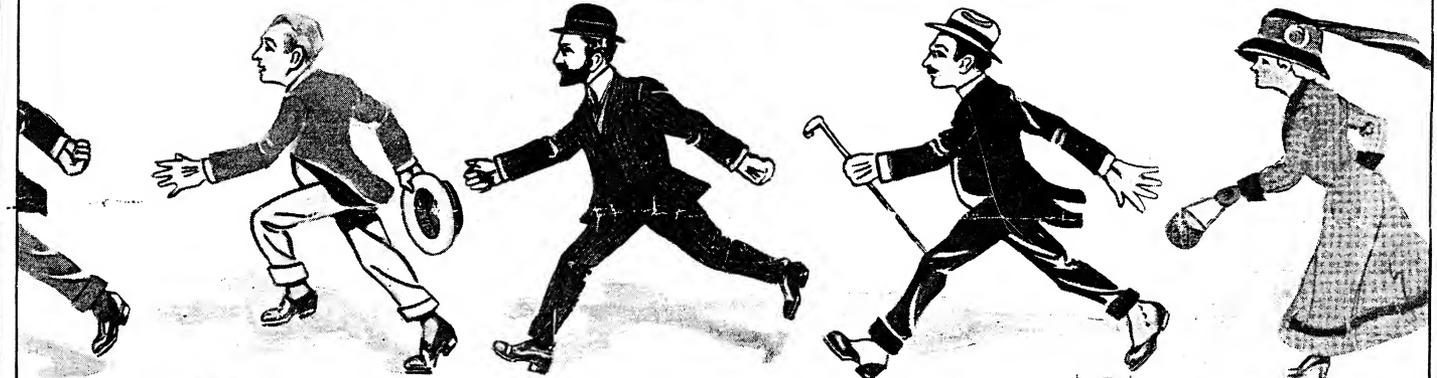
Good display more than anything else sells. A good assortment attracts trade.

To whom does business come to most readily—clothing man who has only a few suits for sale, or store with a good stock of a well known line? Business comes easiest to the store that has the stock naturally. Exactly the same is true of fountain pens, and that is why I often say that the man who has a few Parker pens, and no special Show Case, does not begin to realize the profits possible, if he would handle them in the **right** way—with a Show Case such as this offering free.

How often does a necktie or a pair of socks catch your eye when you are in a clothing store to make another purchase with the result that you buy the

1910

Side Walk



WASTE NUMBER



THE CREATIVE SALESMAN —THE HUSTLER

I am a strong believer in the hustler for there are mighty few good things in this world worth having that one does not have to hustle for. The sooner a man finds this out in life, the sooner he has learned one of the most important things he can carry around with him in this world.

The hustler, or creative salesman, is a "live wire," a man who does things—the fellow who never sits down and wonders why such a heap of bad luck has struck him when the other fellow seems to be free from it.

DETERMINATION As a matter of fact, there is no living man who has made anything of himself who has not had what the world calls "hard luck," and lots of it. The man who has the grit and the backbone to overcome the so called hard luck ultimately finds that the obstacle that was placed in his way and which by his perseverance, force of character and determination removed, proved to be a nugget of great value. The removal of the obstacle increased his determination and ability to accomplish still greater things and really constituted the foundation for ultimate success.

WAITING FOR SOMETHING TO TURN UP The salesman who goes into a store and when trade is a little dull stands around with his hands in his pockets and looks out of the window waiting for something to turn up and when a customer comes into the store talks about the weather and other immaterial things, giving the customer to feel that this is not a day for business, is certainly a misfit.

THIS ROAD IS MIGHTY HARD What would a miner accomplish if he would locate his claim and see surface indications of ore coming out and then examine the rock in which this ore appeared and he would say to himself, "This rock is mighty hard, and it will take a lot of hard work to separate the ore from the rock to get anything out of it." Suppose this miner would sit down and wait and hope that some miracle should transpire that would separate the ore from the rock and all he would have to do would be to pick up the nuggets, you would immediately say that such a man was daffy. The miner would be reasonably sure that the ore was there but in order to get it, he would have to go out with pick, shovel and powder, and blast and dig and plan, but with his efforts well directed, he would ultimately receive his reward as tens of thousands of good miners can testify.

ENCOURAGE HIM TO SPEND IT The clerk or the business man is no wiser than the miner who sits down and waits for something "to turn up" in order to enable him to get the ore out without effort, if the salesman or the dealer expects business to come his way without that persistent effort and work on his part. As long as the customer has money to spend, it's up to the dealer to offer him an inducement to spend it.

THREE STAGES Then there are three successive stages through which every man's mind must go before the sale is consummated. The customer must be first interested. He must then be instructed in regard to the article and third, this must be followed by so ardent a desire to possess the article, depending altogether upon the want, suggestions and logic he has received at the hands of the salesman to induce him to part with his money and purchase the article.

TRAIN YOUR THOUGHT BATTERIES The man who can turn his thought batteries on the customer and impress the desirable qualities of the article in question in the mind so favorably that the customer will buy is worth a thousand clerks who will simply hand over to the customer what he asks for.

There is nothing that is worth having that is not worth working for. Opportunities for making sales are present every single day.

One opportunity I desire to call your attention to is that the commencement and the vacation season is near at hand and both are exceptionally good reasons for pen selling. Vacation season is especially a good Jack-Knife opportunity.

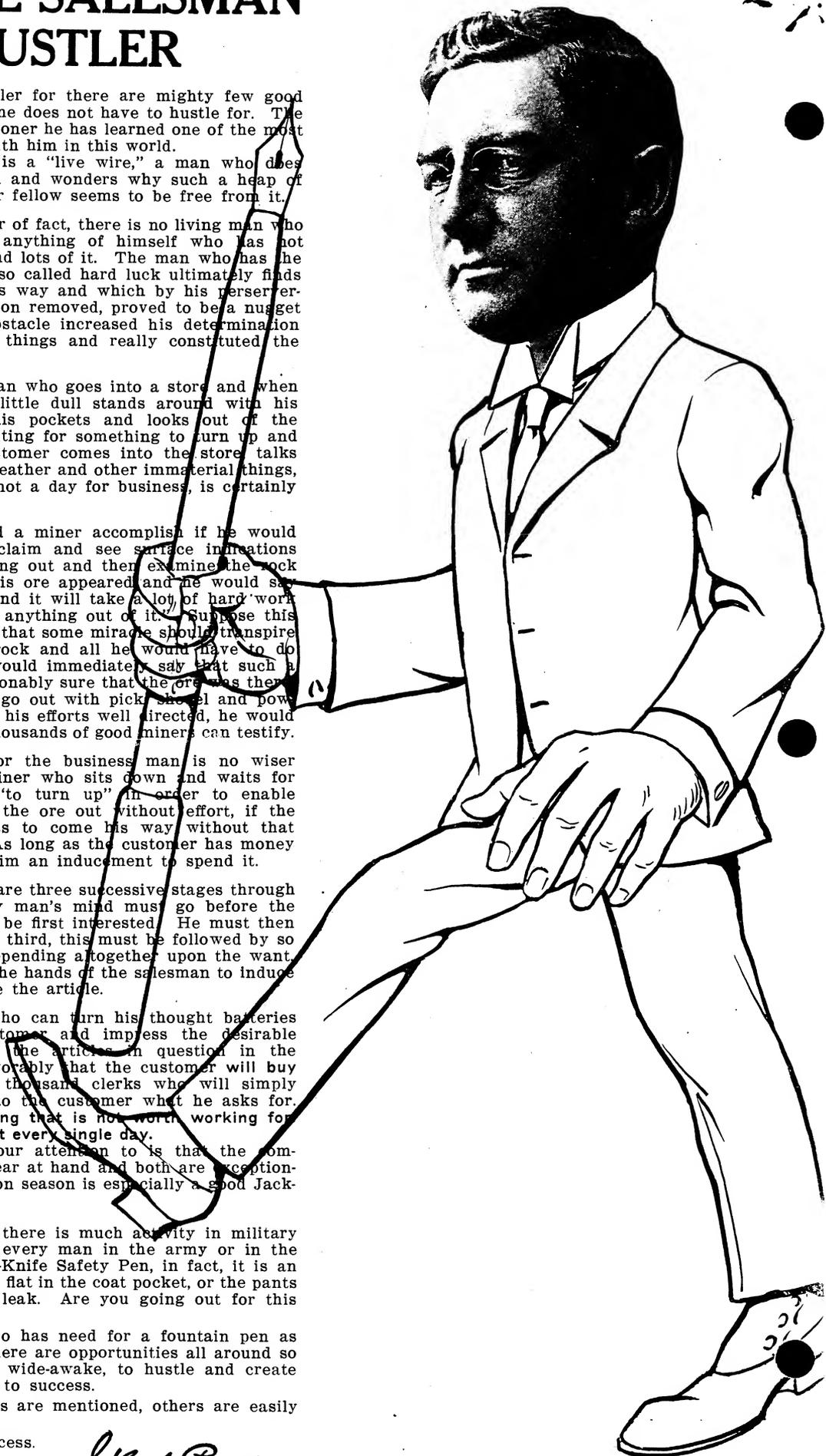
ANOTHER Right now, there is much activity in military circles and every man in the army or in the National Guard has use for a little Jack-Knife Safety Pen, in fact, it is an ideal pen for a soldier for it can be carried flat in the coat pocket, or the pants pocket or in any position and still not leak. Are you going out for this trade?

Then there is the business man who has need for a fountain pen as much in Summer as in Winter, in fact there are opportunities all around so it is going to pay you and me to keep wide-awake, to hustle and create business for it is the right road leading to success.

Only a few of the daily opportunities are mentioned, others are easily found if you will watch for them.

Yours for a Summer, sunny with success.

Geo. S. Parker



WHAT I SAW OUT WEST

For quite a good many years, I have been publishing as a little house organ, "Side Talks." In this little paper, I have been enabled to talk to my customers and friends very much as I would if I had an opportunity of calling in person. In the conduct of my affairs, I never felt as though I had the time to call on as many of my customers personally as I would like but just recently I took the opportunity of making a trip through the West, not for the purpose of selling goods, but for the opportunity of actually coming in contact with many of my customers, who seemed to me like warm, personal friends.

The cordiality, the heartiness and genuineness of the hand shake and of "I am glad to see you, Mr. Parker," and various other expressions of this sort left an impression on my mind that can never be erased.

GOOD MIXERS Any one who is not familiar with the conditions in the West might learn some valuable lessons as to the value of courtesy and good fellowship as an asset by visiting the business men of for instance towns like Phoenix, Arizona, Long Beach, California and Reno, Nevada, which are only types of cities scattered all through the West. It is but little wonder that cities in the West like the ones I have mentioned are progressing most rapidly in population and wealth from the simple fact that their inhabitants are wide-awake, are good mixers and they leave you with a most agreeable taste on your departure, so much so that you cannot help but say good things about these people and the towns in which they live.

COVERED UP Another thing, I could not but notice on my trip and that is what frequent transgressors of good business ethics some dealers are. I have noticed that some dealers who had put in a case assortment of goods would be found with their case almost literally covered with soap, tooth brushes and other things which for instance might be found in a drug store. Almost invariably, such dealers were found to have sold fewer fountain pens than they should have and would frequently say that they "did not believe that their class of trade were buyers of fountain pens to any great extent."

UP THE STREET Their neighbor up the street, however, who was one of those fellows who believed that the more conspicuous showing could be given the pens, the more of an impression would be made on the minds of that customer between the pen and the advertising he had seen concerning it. Without a single exception, the dealer who took a human interest in studying the trade conditions and keeping his Parker Pen case displayed in a prominent manner was making a record selling Parker Pens that was both pleasing to the dealer and myself.

HE MUST KNOW HOW No dealer can expect to get the most out of the pen business unless he knows how to sell the fountain pens. He must instruct his clerks all about the pen, how it is made, why it is necessary when taking off the cap for instance of the little Jack-Knife Safety Pen that the pen point must always be held upward, so the clerk can in turn explain these things to the buyer. Unless a man knows how to use an article he buys, he cannot get the best results from it and consequently he is not as enthusiastic in recommending it to his friends as he would if he knew just how to use it to the best advantage.

IT'S IN THE MAN

I found dealers who in small towns were selling more fountain pens than some large dealers in cities, the population of which was ten times that of the first named. This was simply because of the care and better attention given by the man in the small town above mentioned. In other words, they understood human nature and acted accordingly. The difference is probably the same between these two kinds of merchants as it is between the man who is successful and the one who is unsuccessful.

LITTLE STROKES

It is seldom indeed that one has an opportunity of making a great big stroke in a business way. Where one man does this, there are a thousand opportunities for making a thousand little strokes, the aggregate sum of which is very much greater than that of the one big one. Therefore, a man who is looking for success in business must watch out for the little opportunities and if these are missed, the chances for attaining ultimate success are certainly very much decreased.

Putting up the signs that are sent to the dealer from time to time to help him draw more fountain pen trade is always a sure indication of a live dealer. This increases the opportunities of pen selling.

Having the show case attractively displayed in a prominent place is taking advantage of another opportunity.

Keeping the case nicely filled and well arranged is still another opportunity.

And then to make use of that confidence winner, the ten day free trial plan, which, when put in operation will remove every particle of doubt in the mind of the prospective purchaser, and clinch the sale, for it is a sale clincher of the strongest kind.

Eliminating from the case the pens that are up side down and removing those from sight in the case that have had the cap sold off or in any way crippled for the presence of these in a show case, always give it a look of untidiness and in fact almost repulsiveness. The man who permits the contents of his case to look slouchy and repulsive is simply driving trade to the other fellow.

I do not know whether you are one of the men who is making the greatest success of the pen business or whether you are one who is not getting out of it all that you should. You must be the best judge of this.

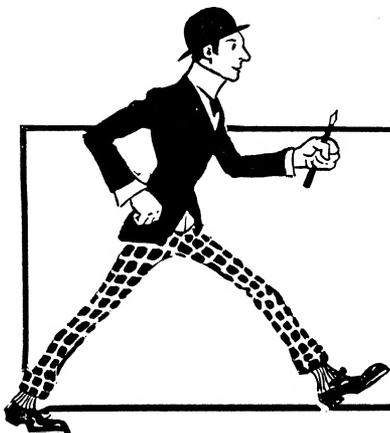
CAN I HELP?

I wish to say, however, that it would be a great pleasure to me to co-operate with any dealer who wants to better his fountain pen business. I would be very glad to give individual suggestions to any dealer who wants to accomplish this and I would like especially well to get in touch with his chief clerk in the pen department and to give him suggestions about making window displays and send him a full line of material such as signs, posters, etc., for making such a display.

WHAT MAKES THE WHEELS GO AROUND

The head clerk or the man who sells the fountain pens, if he can be ginged up and made to realize that enthusiasm is to his success as a salesman, what steam is in order to make an engine useful, then and only then will he develop into his greatest usefulness. When a pen salesman can be made to realize that when he is in your employ, he is given a preliminary daily training that will be of great value to him in the future in the way of promotion and making advances, if he will but make use of it.

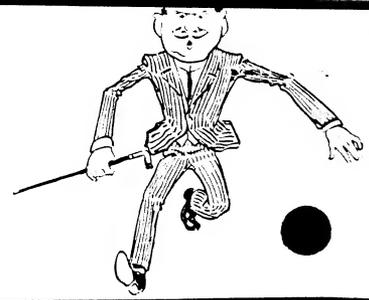
(Continued on Page 6)



RESOLVE

*I will make good.
I will think good thoughts.
I will utilize every opportunity that comes along for making sales — then look for some more.
I will be a Hustler.*





Hustle to Sell The Doctor



DOCTORS need a convenient fountain pen for writing prescriptions. They want a pen that writes the first stroke. The pen point of the Parker Jack-Knife Safety is always moist so it is ready to write the instant it touches paper. This, combined with the fact that it is absolutely leak-proof, because the inside cap encloses the pen point as in an ink-tight box, makes the Jack-Knife Safety splendidly adaptable for a Doctor's use. See that the Doctors and nurses who come into your store are fully informed regarding the quality of the Parker Jack-Knife Safety fountain pen. A little effort on your part, combined with persistence in bringing up the subject, and proper use of the test trial offer will show results.

Hustle to Sell The School-girl and Boy



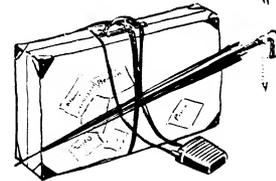
A GOOD fountain pen is part of an education—clean, neatly written work helps in getting good marks. Keep your eyes open all the time for opportunities to talk Parker Pens to boy and girl students.

Graduation time will soon be here. Parker pens have always been popular as commencement gifts. Get a list of this year's graduating class and sell Parker's to their parents for commencement gifts. A little effort in this direction produces sure, quick, profitable results.

When salesmen are calling to sell you goods, turn the tables on them once in a while and sell them a Parker Pen.

Keep pushing.

Hustle to Sell The Traveler



A LREADY people are going to the mountains for their summer vacations. They will go to the mountain woods in the next few months. Be responsive to a suggestion. Sell them a Parker pen with them. Talk about their coming vacation. They are glad to talk quickly appreciate their to take with them. Parker pens are particularly good in the

You Can't Play Tag with a Skunk and Escape without the Odor

You can't get too near the effluvial skunk without the danger of getting mussed up and you can't do business on cheap, shoddy pens without the danger of soiling your reputation.

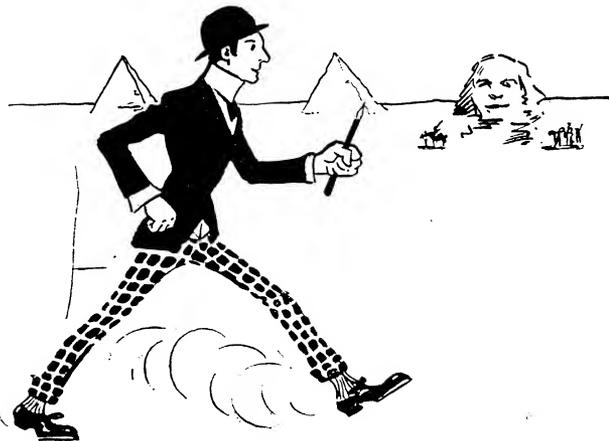
Attractive store fronts and the welcoming smile are both good business-bringers, but, if you are going to win a come-back trade, you've got to deliver the quality.

Your trade represents more than the confidence your customers have in you. They give your store their favor because first of all they believe you will protect them in their purchases by keeping out of your store such goods as would give them dissatisfaction. This confidence is the biggest asset of any business.

Likewise, when the public's confidence in a merchant is impaired, trade begins to fall off, gradually at first, but faster and faster every day until it gains a destroying momentum.

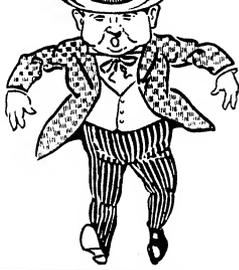
Confidence is built on quality. Every quality article you sell establishes and confirms your worthiness of the public's confidence.

Isn't it plain, everyday, business wisdom to handle quality goods alone? Isn't a merchant's reputation for quality too valuable to be tampered with? No wise merchant would carry in stock on the chance of a little extra profit

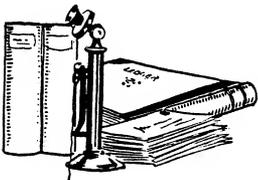


The best pen "The Pen" and the best base "Curves," members of the Social League, who never left in 1910 and who quit with CANO

Rather be a Hustler in the Desert



Hustle to Sell The Businessman



Hustle to Sell The Stenographer



are thinking about their
s. Thousands of people
ains, seashore, lakes and
months. All of them will
gestion to take a fountain
k with your customers
vacations. It's a subject
k about, and they will
r need for a fountain pen
ker Pen opportunities are
the good old summer time.

EVERY business man on your street is a possible pen buyer. Did you ever bring the matter up to them in a convincing way? That's all you need to do to make some quick sales. While your clerk is making the rounds of the stenographers, he could drop in and leave a few pens with the merchants on Free Test Trial. In leaving pens on trial have them filled and in good writing condition. Every business man who once gets accustomed to a Parker Pen won't be willing to part with it.

Every bookkeeper offers another splendid opportunity for placing Parker Pens for the convenience and time saving feature will prove the Parker indispensable to him.

IF ANYONE has constant use for a fountain pen it's the stenographer. You need only to show them that the Parker will help them keep their notes clear and legible, that it is the most cleanly of fountain pens, to close up a sale. Let your bright clerk visit the nearby offices and leave a Parker with the stenographers on a few days' free trial. No stenographer after a few days use of a Parker would go back to the lead pencil. In a few days the clerk can make the rounds again and get back the pens, or collect the money. By using good judgment it ought not to be necessary to get a deposit. For lady stenographers feature the Jack-Knife Safety.



Parker Lucky Curve Fountain
all team "The Parker Lucky
outhern Wisconsin Commer-
a game during the season of
corn of 1000 per cent.
BUY IT?

any high explosive that would endanger his business. Is it wise then to carry in stock a suspicious fountain pen which you suspect is "shoddy" and which will fail to give the owner satisfaction, which is the thing he really buys. Is it wise to trifle with the customer's confidence?

Take the firm quality stand—keep the suspicious stuff out of the stock. Build for quality-prestige. The trend of trade is toward quality—and it is a good thing to have associated with your name.

Special Jack-Knife Safety Copy Now Running in the Magazines

While I believe in advertising heavier at some seasons of the year than at others, I believe in advertising all the time.

The Jack-Knife Safety still continues to make a big hit, which I am taking advantage of by illustrated advertisements in the magazines. Most business men read the Saturday Evening Post for there are 1,932,000 copies circulated every week, and you probably have noticed the Jack-Knife Safety ads in that publication.

Plug on the Jack-Knife Safety—you'll find it a better seller every week.



than a Lazy Bones in an Orchard

WHAT I SAW OUT WEST

(Continued from Page 3)

PROMOTION

If he goes on the theory of giving a dollar's worth of work for a dollar's worth of pay and that he will give no more until the proprietor "comes across," that clerk is to be congratulated if he holds his job at all without getting a discharge. Certain it is when it comes to the question of promotion and the proprietor is trying to decide which of two or three clerks he will promote or give increased pay to, he does not select the one who has been careful to give only a dollar's worth of work for a dollar's worth of pay, but he gives it to the fellow who has been hungry for work, who works to increase the business, to push it on all possible occasions and to make a success of it. This is the man who gets the good things, simply because he deserves them. I have had rare opportunities of observing these things in the last two or three months and of talking with many proprietors and clerks and I would feel guilty in not touching upon this matter as I have in this little talk.

"OUR BUSINESS"

The salesman who would make the greatest success in this world is the man who must so fill himself with enthusiasm and forget himself to such an extent, when he has identified himself with his firm, as to make their business his own. He should never allude to the business when speaking of it to others as "Mr. Bostwick's store," but he should always allude to it as "our business," or as our store, in fact I do not believe that any man who is thoroughly in love with his business and who is doing the best he can to promote that business ever speaks of that business without speaking of it as "our business" and in this way he becomes a part of the business.

TAKE AN INVENTORY

Now what I would like to ask, will every man who reads this article sit down and take an inventory of himself? Ask himself the question, if during the past week, yes during the past forty-eight hours, he has not missed an opportunity of making a sale of a Parker Pen. Then if you have, profit by the experience through which you have just gone. In other words, as old Josh Billings would say, "Do not make the same mistake twice."

REAL CHARACTER

Good salesmanship requires a close study of human nature. The man who understands how to read character the best, to say the right thing at the right time, modulate the voice when it is proper to do this or to raise it when occasion requires, in other words, who creates and develops the "buy" in his customers, is the man who has in him not only the qualities of a successful salesman but a man who has a bright future.

LET ME HEAR FROM YOU

I wish in closing this little talk to say that I want to thank my many and loyal friends who are so splendidly putting the Parker Pen right to the front. It will be a pleasure to me to hear from any of my friends, whether they are the salesman or the dealer, in a personal way on any subject relating to the business and it will be an added pleasure to me to give any additional information which I may have at my command.

FRESHEN IT UP

If you feel a slowness in your pen sales, look into these matters I have remarked about. Go over your stock—send in an order to make it complete—freshen it up with a few new designs—show your pens prominently and show an interest in them. Do these things and I'll guarantee you'll find your Parker assortment a satisfactory money-maker.

G. S. Parker

A Parker Pen Flanged sign enameled, white and blue, size about 8x20 inches is waiting for you. Just the thing for front of building as it can be read by people going or coming down street. Have you place for one?

THE \$10.00 PRIZE LETTER

Last month I offered \$10.00 for the best letter by dealer or clerk telling about his plan or method of selling Parker Pens.

The response was instantaneous and gratifying. Such a splendid bunch of letters were received. Really it was no easy job to decide who was the winner of the \$10.00, but the decision was reached and I am pleased to announce as the Winner, Mr. S. P. Harman, Asst. Mgr. of Washington and Lee Cooperative association, Lexington, Va.

Mr. Harman has in my opinion hit the nail right on the head. You will note by reading his letter which I reproduce in full. Shows TACT, DIPLOMACY, SKILL AND GOOD GENERALSHIP. Mr. Harman makes the signs and posters work for him, and his stock is well displayed and well kept up, so the customer feels that this is a Parker Store, and hence a more desirable place for the purchase of a Parker Pen than, "Yes, we have them" kind of a place.

Then, too, please notice Mr. Harman cinches the good impression he makes by the ten day free trial plan. When the man finds he can actually use the pen ten days and then bring it back and get his money back if he wants to, he begins to sit up and do some reasoning to himself about the Lucky Curve idea. At the end of the ten day period he has become so well acquainted with Mr. Lucky Curve that to return the pen for his money would be the least of his intention.

MR. GEO. S. PARKER,
Janesville, Wis.

Dear Sir:

In my effort to "boost" Parker Pen sales, I have borne in mind, first of all, that the man who stands for something definite is the man who wins. So our store and the men who work in it stand for Parker pens; it is the "Parker store" Parker posters adorn the walls, giving the place a Christmas air; the Parker display case occupies a conspicuous place on the counter. We never lose an opportunity to (judiciously) bring up the subject of Parker Pens; so that no one except a deaf and dumb man can come into our place and go out without knowing that we sell Parker Pens.

The store stands for Parker; what does Parker stand for? We are always "on the job" to explain to everyone that Parker, in our estimation, stands for the best pen made. A man's attention is attracted by one of the posters, and I tactfully bring up the subject of Parker Pens. The most frequent objection is a preference for some other pen.

"I use the, and wouldn't give it for any pen I ever saw," he says.

"The is a good pen," I answer; "if I hadn't gotten acquainted with the Parker, I'd be using one myself"; and setting a tray of the pens before him, I explain their good points, without referring to the pen he prefers—the excellent feed insured by the Lucky Curve, the convenience of the self-filler, the impossibility of having the Jack-Knife leak in your pocket, finally the guarantee. In all probability the pen he has been using lacks one or all of these good qualities.

"Take this pen along," I conclude, "give your a rest for ten days, and then come back and tell me what you think of it."

Ten to one he will take it with him; and ten to one, the next time he buys a fountain pen, it will be a Parker.

Yours truly,
S. PALMER HARMAN.

I have lots of other good letters I want you to read from other live wires whose grey matter is active, and whose eyes are open. These letters will appear later.

I have seen salesmen who would rank about 10% by just plodding along, rise to 95 and even 100 point salesmen when they really get fire up.

Condensed Price List of Lucky Curve Fountain Pens

PARKER JACK KNIFE SAFETY FOUNTAIN PENS



No. 20 Jack Knife Safety, Baby Size, \$2.50.

This wonderful little pen is made in both baby and regular sizes. Can be furnished in red rubber when specially ordered. Please state in ordering whether Baby or Regular size is desired.



No. 20 Jack Knife Safety, \$2.50.

This is the regular size No. 20 Jack Knife Safety. Can be carried flat in the vest or coat pocket or dropped into a lady's purse or hand bag.



No. 20 1/2 Jack Knife Safety, Chased Barrel, \$2.50.

This shows how the safety pen looks with the chased or engraved barrel. Any of the safety pens in black except the baby size No. 20 can be supplied with chased barrels and caps and as shown, when so ordered.



No. 23 Jack Knife Safety, \$3.00.

This is fitted with a No. 3 gold pen. This pen can be supplied in black or red or fancy chased barrel. A very convenient size and a big seller.



No. 24 Jack Knife Safety, \$4.00.

This pen has a splendid easy writing, No. 4 gold pen of any desired flexibility. Regular length or Baby size as preferred. Holds a liberal supply of ink and is a ready seller.



No. 25 Jack Knife Safety, Price \$5.00.

This is the largest Safety we make at present, except on special orders. Either regular or baby size. A magnificent pen, fitted with large No. 5 gold pen.



No. 14 Jack Knife Safety, Sterling Silver, Price \$5.00.

No. 16 Jack Knife Safety, Rolled Gold Mountings, Price \$6.00.

This beautiful little pen is a source of admiration and delight to many. Ladies find this very convenient and dainty. It is fitted with a little ring fastened to end of cap so it may be suspended by a chain. Both No. 14 and No. 16 can be had in baby and regular sizes at the same price. The regular size does not have the ring.



No. 20 Jack Knife Safety, One Gold Band, Price \$3.00. Two Gold Bands, Price \$3.50.

This pen with the gold band makes a very rich and artistic number. In ordering do not fail to designate whether fountain is to be fitted with one or two gold bands. Any Jack Knife Pen can be had with either one or two gold bands by adding 50c to the regular price for one gold band and \$1.00 for two gold bands.

We have added two fancy new numbers to our Jack Knife line, but we are not able to illustrate here.

No. 45 Jack Knife Safety Pen. Price \$6.50.

This follows closely the general design of our regular No. 45, but the size is that of No. 20 Jack Knife. Corrugated Pearl slabs of varying styles and colors are held in place by decorative gold bands. The cap is plain black, but mounted at the end with a pearl crown or a fancy stone setting.

No. 15 Jack Knife Safety Pen. Price \$7.00.

Very similar in style to our regular No. 15, but the size is that of No. 20 Jack Knife. Different varieties of pearl slabs are used and these are held in place by gold bands. The cap is covered with the same neat gold filigree that is used on No. 15. Space on cap for engraving name of owner. An exquisite pen bound to please.

Parker Lucky Curve Fountain Pens



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

A neat little pen. Has the "Lucky Curve" Feed and Screw Joint. Fully warranted. It is the lowest in price of any Parker "Lucky Curve" made. This is fitted with shoulder cap. Does not come in chased or red barrels.



No. 18. Price \$2.00.

A handy, serviceable pen. This is the lowest priced pen with the "Anti Break," Slip-over cap. Black, mottled, red or chased barrel.



No. 20 $\frac{1}{2}$. Chased. Price \$2.50.

This is the same size as our regular No. 20. The only exception is the fancy chasing on the barrel and cap. May be had when so ordered with fancy chased barrel and plain cap. No. 23 $\frac{1}{2}$ similar but with larger gold pen. Price \$3.00.



No. 21 $\frac{1}{2}$. Fancy Chased Barrel and Cap or Plain Barrel. Price \$3.50.

It is practically our No. 23, with the addition of the gold bands. A standard style that always meets with favor.



No. 24 $\frac{1}{2}$. Chased. Price \$4.00.

In size it is a duplicate of No. 24 (plain barrel); two sizes larger than No. 20. One of the most satisfactory pens for general use. Has No. 4 gold pen which writes very smoothly. A decided favorite.



No. 42 $\frac{1}{2}$. Price \$4.50.

This pen represents a new departure in pen decoration. Neat, simple and elegant. Blank space on gold band in center for name. In excellent taste that makes it appeal to everyone.



No. 14. Price \$5.00. Sterling Silver Filigree. No. 16. Gold Filigree, \$6.00.

The sterling silver mounting makes a very handsome appearing pen. Space is reserved on name plate for engraving name of owner. No. 16—Same pattern as above, solid 18k. gold plate, will wear for many years. Price \$6.00



No. 15. Price \$7.00.

This is a superb pen. Barrel is covered with beautifully tinted pearl slabs, held in place on either end by gold bands. Cap is covered with gold filigree work. Blank space is left for name plate. One of the most remarkable values ever offered in a mounted pen.



No. 47. Price \$10.00.

We can safely say no more beautiful pen of this kind was ever made. Gold bands on either end of barrel to hold the pearl slabs in place. Please note the enlarged pearl barrel. Cap covered with beautiful mountings. 18k Gold plate, floral design. Space on cap left blank for engraving owner's name.



No. 53. Price \$15.00. 18 Karat Gold Plate Covered.

This is of the Swastika design of good luck. Barrel has the appearance of old gold in time lines and ridges. A perfect beauty. As a present for a young lady or a birthday or holiday gift for anyone, it would be treasured. Beautiful two compartment box, plush lined, without extra charge.